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|--|--|------------------------------------|----|------------|-----|---------------|-----|------------|-----|
| <b>Course unit title:</b>                                | Strategic Management I   |                                    |    |            |     |               |     |            |     |
| <b>Course unit code:</b>                                 | MGT 303  |                                    |    |            |     |               |     |            |     |
| <b>Type of course unit:</b>                              | Compulsory   |                                    |    |            |     |               |     |            |     |
| <b>Level of course unit:</b>                             | Bachelor (1st Cycle)   |                                    |    |            |     |               |     |            |     |
| <b>Year of study:</b>                                    | 3  |                                    |    |            |     |               |     |            |     |
| <b>Semester when the unit is delivered:</b>              | 1  |                                    |    |            |     |               |     |            |     |
| <b>Number of ECTS credits allocated :</b>                | 6  |                                    |    |            |     |               |     |            |     |
| <b>Name of lecturer(s):</b>                              | Ms Irene Antoniou  |                                    |    |            |     |               |     |            |     |
| <b>Learning outcomes of the course unit:</b>             | <ul style="list-style-type: none"> <li>• Define the fundamental concepts and tools of strategy</li> <li>• Explain the processes involved in strategic management</li> <li>• Examine the strategic position of an organisation applying a variety of approaches</li> <li>• Analyse external factors which may have impact on a business performance</li> <li>• Apply an internal analysis which may affect the business and its ability to achieve strategic goals</li> <li>• Identify the strategic choices in terms of how organisation seeks to compete at the business level</li> </ul> |                                    |    |            |     |               |     |            |     |
| <b>Mode of delivery:</b>                                 | Face-to-face   |                                    |    |            |     |               |     |            |     |
| <b>Prerequisites:</b>                                    | None   |                                    |    |            |     |               |     |            |     |
| <b>Recommended optional program components:</b>          | None   |                                    |    |            |     |               |     |            |     |
| <b>Course contents:</b>                                  | This course is designed to introduce students to the field of strategic management. Students will learn the key contemporary issues of strategic management and will be encouraged to acquire specific knowledge and abilities associated with strategic management. The course prepares students to develop a critical understating of the methods and techniques used to analyse, manage and control an organisation as a corporate whole.   |                                    |    |            |     |               |     |            |     |
| <b>Recommended and/or required reading:</b>              | <p>Textbook<br/>Johnson, G., Scholes, K., Whittington, R. (2011). <i>Exploring Strategy</i>. 9<sup>th</sup> ed. Prentice Hall.</p> <p>Recommended reading(s):<br/>Huff, Floyd, Sherman, Terjesen (2009). <i>Strategic Management. Logic and Action</i>, Wiley, John Wiley &amp; Sons, Inc.</p>   |                                    |    |            |     |               |     |            |     |
| <b>Planned learning activities and teaching methods:</b> | Through lectures, presentations, additional articles related to Strategic Management topics as well as independent research data. Case studies derived from the US, EU and Cyprus markets are used to help students further understand how certain theories and concepts are applied in practice.  |                                    |    |            |     |               |     |            |     |
| <b>Assessment methods and criteria:</b>                  | <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">Attendance and Class Participation</td> <td style="text-align: right;">5%</td> </tr> <tr> <td>Assignment</td> <td style="text-align: right;">15%</td> </tr> <tr> <td>Mid-Term Exam</td> <td style="text-align: right;">10%</td> </tr> <tr> <td>Final Exam</td> <td style="text-align: right;">70%</td> </tr> </table>   | Attendance and Class Participation | 5% | Assignment | 15% | Mid-Term Exam | 10% | Final Exam | 70% |
| Attendance and Class Participation                       | 5%   |                                    |    |            |     |               |     |            |     |
| Assignment   | 15%  |                                    |    |            |     |               |     |            |     |
| Mid-Term Exam  | 10%  |                                    |    |            |     |               |     |            |     |
| Final Exam   | 70%  |                                    |    |            |     |               |     |            |     |
| <b>Language of instruction:</b>                          | English  |                                    |    |            |     |               |     |            |     |
| <b>Work placement(s):</b>                                | No   |                                    |    |            |     |               |     |            |     |